

Date: 5-Nov-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE:	<b>Political Rebate</b>
	Candidate: Casey
	Week of: 10/29 - 11/4
	Contract Number: 339140 - HL 6401996

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
6	4-5P Tue	:30	\$725	3	1	\$550	\$175

**TOTAL REBATE (Gross) \$175**  
**(Net) \$148.75**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI



☐ WPXI.com

☐ WPXI Mobile

Agency Shorr + Assoc

Write-up Date 11/5/12

Client Pol - Casey

Requested By D. Tavoletti

Campaign/Title Sen/PA

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_  
Sales Person Error \_\_\_\_\_  
Billing Error \_\_\_\_\_  
Traffic Error \_\_\_\_\_  
Separation/Scheduling Problem \_\_\_\_\_  
Late Run \_\_\_\_\_  
Other ☒ LVC

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 339140

Explanation of Adjustments by Requestor: \_\_\_\_\_

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 175.00 Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 148.75 Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 11/5

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



Shor & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

**Contract # 339140**  
Schedule Dates 10/30/12-11/06/12  
Advertiser Pol/R Casey/D/US Senate (16759)  
Agency Shor & Associates (2909)  
Product Political - Federal Candidate (1067)  
Brand POL/R CASEY/D/SEN/PA (134170)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name DETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments BOB CASEY :30 GENERAL ELECTION WEEK #1 ADD  
\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/29/12  
Last Modified 11/02/12  
Entered By Deb O'Keefe  
CO-OP Yes  
Headline # 06401996  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,790.00  
Net Total \$32,810.00  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Nov. 2012 33 \$38,600.00  
Grand Total: 33 \$38,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	10A- Ellen			1	1	1	1			4	\$450.00	\$1,800.00	Pittsburgh (WPXI)	ELLEN/1	10/29/12
2.1	Normal Line / Spot	11/05/12-11/06/12	2	:30	10A- Ellen			1	1					2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	ELLEN/1	11/2/12
3.0	Normal Line / Spot	10/30/12-11/02/12	3	:30	4:29P- Judge Judy 430p			1	1	1	1			3	\$725.00	\$2,175.00	Pittsburgh (WPXI)	JUDGE JUDY/430P/ 2	10/29/12
4.1	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:29P- Judge Judy 430p			1						1	\$1,050.00	\$1,050.00	Pittsburgh (WPXI)	JUDGE JUDY/430P/ 2	11/2/12
5.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8A- 10A (EST)								1	1	\$500.00	\$500.00	Pittsburgh (WPXI)	SUN AM NEWS 8A-10A/3	10/29/12
6.0	M/G For 3.0.1 / Spot	10/30/12-10/30/12	3	:30	4P- Channel 11 News 4-5p			1						1	\$725.00	\$725.00	Pittsburgh (WPXI)	NEWS 4-5P/MKGD	10/29/12
7.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	4:58A- Channel 11 News				1	1	1			3	\$825.00	\$2,475.00	Pittsburgh (WPXI)	NEWS 5-530A/	10/30/12
8.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	4:58A- Channel 11 News			1	1					2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 5-530A/	10/30/12
9.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	5:59A- Channel 11 News				1	1	1			3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	NEWS 6-7A/	10/30/12
10.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	5:59A- Channel 11 News				1	1				2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	NEWS 6-7A/	10/30/12
11.0	Normal Line / Spot	10/31/12-11/02/12	2	:30	9A- Today Show 9a				1	1	1			3	\$825.00	\$2,475.00	Pittsburgh (WPXI)	TODAY 9-10A/	10/30/12
12.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	9A- Today Show 9a			1	1					2	\$825.00	\$1,650.00	Pittsburgh (WPXI)	TODAY 9-10A/	10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.